

**MAKE IT YOUR  
BUSINESS TO  
RECYCLE.**



**IT'S EASY TO  
SORRT OUT.**

# NOW IS THE TIME TO DO THE RIGHT



Did you know that Americans throw away enough glass bottles and jars to fill the World Trade Towers every two weeks? Did you know that 17 trees and seven thousand gallons of water are wasted every time a ton of paper is thrown away? Did you know that in the time it took you to read this paragraph, America recycled approximately 15,000 aluminum cans?

By recycling and reducing waste, your company will help preserve the environment and help reduce long-term costs. Each time your organization recycles, it saves both virgin raw materials and energy. Recycling and reducing waste is easy to do and is required under Montgomery County's solid waste laws.

In 1993, the County Executive signed Executive Regulation 109-92, making recycling mandatory for the commercial sector. This regulation was passed to increase recycling participation and to stimulate the growth and development of regional facilities and markets. In addition, commercial recycling efforts will help the County reach its current goal of recycling 50% of its solid waste.

## IT'S THE LAW

Executive Regulation 109-92, developed by Montgomery County's Division of Solid Waste Services (DSWS), is the result of several years of research and planning, consultation with the business community,



and public comment. While the regulation was under development, many Montgomery County businesses, organizations, and government facilities established successful, voluntary recycling programs. As a result of these efforts, we now estimate that the business community currently recycles approximately 30% of its commercial waste.

Businesses must be more aggressive in their recycling efforts. Increased recycling would stimulate the growth and development of recycling facilities and markets in this region, making recycling services

## REGULATION REQUIREMENTS

Montgomery County businesses are required to submit a Business Recycling and Waste Reduction Plan to the County when programs are newly implemented, in accordance with Executive Regulation 109-92. The Plan must be completed using the best available information, in order to provide the County with a clear picture of how your business is, or will be, recycling.

### Annual Report Requirements

The County's regulation requires recycling and reporting based on business size, which is determined by the number of employees.

Annual Report Requirements	
Business Size (No. of employees)	Annual Report Due Date
250 or more on-site employees	February 1
100 to 249 on-site employees	March 1
Fewer than 100 on-site	Upon request <b>from DSWS</b>

### Required Materials

Businesses are required to recycle the following materials:

- White office paper
- Corrugated cardboard
- Newsprint
- Aluminum and bi-metal food and beverage cans
- Glass and plastic food and beverage containers
- Yard trimmings Your business may also generate a large quantity of other materials that could be voluntarily recycled, such as scrap metals, computers or telephone directories. Recycling all of the materials that your business generates may reduce your waste collection and disposal costs.

## NEED HELP? LET US SORRT IT OUT

SORRT stands for Smart Organizations Reduce and Recycle Tons. Reduce, Reuse, and Recycle are the three "R's" of responsible solid waste management. They stand for reducing the amount of waste generated, reusing material and recycling. Businesses and organizations throughout Montgomery County have joined SORRT in order to benefit from the following services: -Technical assistance and consultation



- Business recycling handbooks, videos and promotional materials
- Seminars and workshops tailored to suit your business' needs
- Information on waste reduction, buying recycled products, recycling companies and reuse opportunities
- Information on rules, regulations and compliance
- Special event booths, displays and demonstrations
- Newsletters

SORRT will also provide your company with guidance concerning what types of materials qualify for recycling, and the names and addresses of recycling haulers, suppliers and consultants.

You may also talk with other businesses similar to yours to find out how they set up their programs.

Recycling is a smart business move, and just naturally, the right thing to do. So let's SORRT it out, together!

## THINK, PLAN, AND REDUCE WASTE

There are several ways to encourage waste reduction in the workplace.

- Emphasize the importance of waste reduction
- Use a "Just in Time" system: reorder business supplies as needed, rather than maintaining excess inventory
- Initiate a "First-in, First-out" policy: organize your inventory so that supplies that were purchased first are used first
- Establish inventory control
- Date-stamp incoming materials
- Use electronic mail instead of printed memos
- Employ double-sided copying



## OVERALL BENEFITS OF RECYCLING

Did you know that incinerating 10,000 tons of waste creates 1 job, while landfilling the same amount creates 6 jobs and recycling the same 10,000 tons creates 36 jobs? Here are a few economic and environmental benefits associated with recycling:

- **Economic Benefits:** - Creates jobs -Encourages new technologies - Adds value to natural resources - Increases availability of new commodities

If everyone in the U.S. recycled just 10% of their newsprint, we would save the estimated equivalent of 25 million trees per year.

• Environmental Benefits:

- Reduces air pollution
- Reduces water pollution
- Saves energy
- Saves water
- Reduces use of natural resources
- Reduces the need for other means of disposal



## WHY BUY RECYCLED?

To keep recycling in demand, businesses need to go beyond recycling to purchasing products made from recycled material. When we buy products made from recycled content, we create an economic demand for recyclable materials to be collected, manufactured, and marketed as new products. This is called "closing the loop," and your business can help create a strong market for recycled products by buying recycled goods.

• Buying Recycled Products:

- Stimulates demand for recycling
- Lowers cost of recycled materials
- Enhances an organization's image

## BUSINESS BENEFITS OF RECYCLING

It is estimated that U.S. businesses use more than 20 million printers, copiers and fax machines. By remanufacturing the toner cartridges, businesses could save \$1.5 billion annually and contribute to community supported recycling efforts in the meantime.

• Potential benefits to your business as a result of recycling efforts:

- Reduced waste disposal fees
- Possible revenue from recyclable materials
- Enhanced corporate image



## SEVEN EASY STEPS TO GET STARTED

Below is a quick overview of how to get started. For your copy of the Business Recycling Regulation Handbook, simply call SORRT at 240-777-6400. We'll be happy to come out and talk with you about how to set up a program specifically for your business.

It is our experience, that regardless of business type, there are seven uniform steps to successful business recycling.

### STEP 1: Enlist the Support of Top Management



Recycling can be done for very little time and money. Most executives readily acknowledge the advantages of recycling and are very supportive of these programs.

Your company benefits in a variety of ways. The cost of supplies and materials is reduced, as well as the cost of waste collection and disposal. The image of your company improves, as does your employees' pride in their workplace. Last, but not least, your company is making a positive and noticeable impact by improving the environment.

### STEP 2: Select a Recycling Coordinator

Leadership and enthusiasm are key to having a successful recycling program. Many companies choose to have a recycling coordinator - someone who is upbeat and organized, and who communicates well.



This individual may be responsible for selecting a recycling service company, organizing the collection system, generating involvement from employees, tracking the progress of the program, and keeping the necessary files of contracts and weight receipts.

In addition to the coordinator, you may want to have program monitors on each floor or in each department. Monitors should make sure recycling containers are free of trash, notify the coordinator of overflows, and encourage fellow employees to participate.



### STEP 3: Determine What Can Be Recycled

Office paper (computer, copier and letterhead), corrugated



cardboard containers, newspapers, glass bottles and jars (clear, brown and green), plastic containers, aluminum and bi-metal cans and yard trim are materials that are required by law to be recycled. In addition, your business may generate other recyclable materials such as scrap metals and telephone directories. Remember, the more you recycle, the more you reduce your waste collection costs. You may

even generate some revenue by selling recyclables to a recycling center or scrap yard if you transport them yourself.

### STEP 4: Choose A Collection Company

Select a collection service (also referred to as a hauler) that will either pick up your recyclables or accept the materials you transport to the facility.

There are several different types of companies to suit your needs. Waste paper dealers take large quantities of office paper and



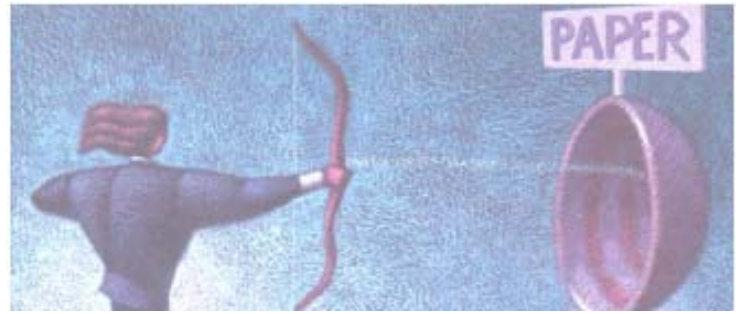
corrugated boxes. Waste collection companies pick up many types of recyclables and take these to a private processing facility. Specialty recycling firms, several of which operate on a non-profit basis, will collect smaller quantities. Scrap dealers usually offer collections for a wider range of materials.

It is important to shop around and ask questions. Some companies will pick up recyclables free of charge. Some may require a minimum quantity for pick up. Others may pay you for the recyclables, while others may charge a pick-up fee.

When you are ready to negotiate for recycling services, it is wise to call a few collection service companies to "comparison shop" for the services that best meet your business' recycling needs. Here are a few questions to ask potential collection companies: 1. Will one of your representatives visit my business to conduct a waste audit? 2. What types of materials do you collect? (paper, cardboard, containers or other materials, etc.) 3. What is the minimum amount required for a collection? 4. Do you provide "scheduled" or "on call" collections?

### STEP 5: Locate a Collection and Storage Area

The key to a successful recycling program is CONVENIENCE!! Convenience encourages greater employee participation. Remember,



sometimes less is more. The less sorting, walking and decision-making your employees need to devote to recycling, the better. Taking a few other steps will ensure your program's success as well.

- Designate and clearly label recycling containers
- Place recycling containers in areas that are easily accessible
- Use desk-top or desk-side bins for office use and small bins under register counters. Converted trash cans work well and save money
- Make sure outdoor collection areas are accessible to all participants
- Property managers and independent contract holders should place recycling collection containers in multiple locations so tenants do not need to transport their recyclables far away from their office or store

Consult your landscaper or groundskeeper to make sure your business' yard trim is being properly disposed. Grasscycling is the best option. Leaving grass clippings on the ground is an inexpensive way to return vital nutrients to the soil. Otherwise, the grass clippings must be removed for recycling.

You will need to designate a storage area for your recyclables and ensure that recyclables are accessible for your collector on your pre-arranged pick-up day. Most recycling service companies will pick up your materials on a pre-arranged schedule. Make sure you meet all fire codes.

### STEP 6: Promote Your Program

Employees need motivation to make the extra effort to recycle. Develop a positive, upbeat publicity campaign to keep up the enthusiasm and teach employees what to do. Highlight your program with informative posters and signs. Use graphics to identify your recycling containers. Develop obtainable recycling goals and incentives.



Reward your employees with positive feedback. Tell them how the program is going - how much material was recycled, the dollars saved, and the environmental benefits of their efforts. Reward the best floors or departments with a free lunch or another incentive.



#### **STEP 7: Monitor Your Program**

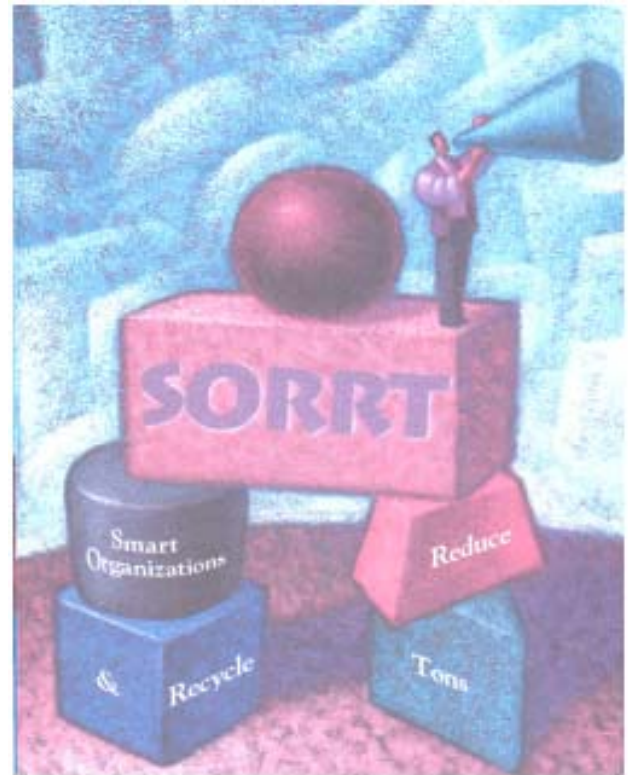
Periodically check your program so adjustments may be made quickly and smoothly. Ask employees, department heads, and custodians for their input. Also check in with your recycling service company about the quality of recycling collected from your property. Contact Information

Recycling is a smart business move, and just naturally, the right thing to do. So let's SORRT it out, together!

To join SORRT or to learn more about business recycling, please contact Montgomery County's Business Recycling Program.

Montgomery County SORRT  
Program Division of Solid Waste  
Services 101 Monroe Street -Sixth  
Floor Rockville, MD 20850-2589  
240-777-6400  
[www.MCRecycles.org](http://www.MCRecycles.org)

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For further information, complete this form and  
mail to: Montgomery County SORRT Program  
Division of Solid Waste Services  
101 Monroe Street - Sixth Floor  
Rockville, MD 20850-2589

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I

**Please send me the following:  
(check one or more)**

- ☐ How to start a recycling program  
(including fists of reference materials)
  - ☐ How to recycle or reuse additional materials (including  
lists of private recyclers, scrap dealers, drop-off  
centers, and charitable organizations)
  - ☐ Buying recycled products (including information on  
finding companies that sell recycled products)
  - ☐ Guide to waste reduction
  - ☐ Executive Regulation 109-92
- 

Send to:

Name: \_\_\_\_\_

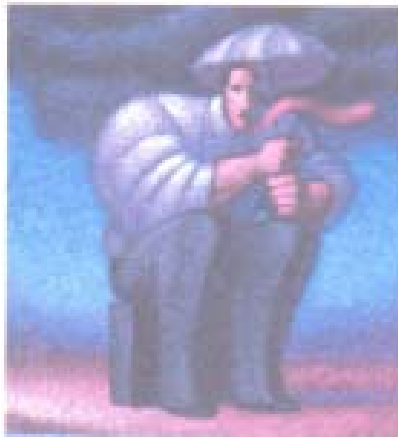
Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip (must be included): \_\_\_\_\_

Phone Number: \_\_\_\_\_



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or check out the SORRT web site at  
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